

An Army Lesson on Child Nutrition

And how this digestible shortening helps thoughtful mothers

"If only we could do some of the world's really important work," say thousands of mothers tied to home by household duties.

Mothers, you can do important work—the nation's most important work.

Nothing but tender home care can solve one stirring national problem. Did you know that one-third of our school children are undernourished?

In many localities even more well-to-do children than poor children are found to be improperly nourished.

Surprising Army Facts

A book entirely devoted to under-nourished children says: "The report of the Surgeon General of the Army showed barely 50 per cent of our young men physically fit for service in the first line. . . This condition was largely due to defects that are remediable in childhood. (These defects, of course, were traceable, in large measure, to under-nourishment.)"

Yes, in many ways we are learning a new home watchfulness. In foods, for example, we are putting the test question to every family food: "Is this healthful for our little boys and girls?"

Well-informed mothers are now awake to the vital importance of fats in diet. They are learning that children become anaemic when deprived of the proper amount of fats in food.

On the other hand they appreciate the risk in baking or frying with any fat which does not digest readily. So they turn, quite naturally, to Crisco for they know that this vegetable fat assures easy natural digestion.

By cooking with digestible Crisco you protect the health of your little ones. No worry about healthfulness need then blunt your pleasure in serving the foods they love.

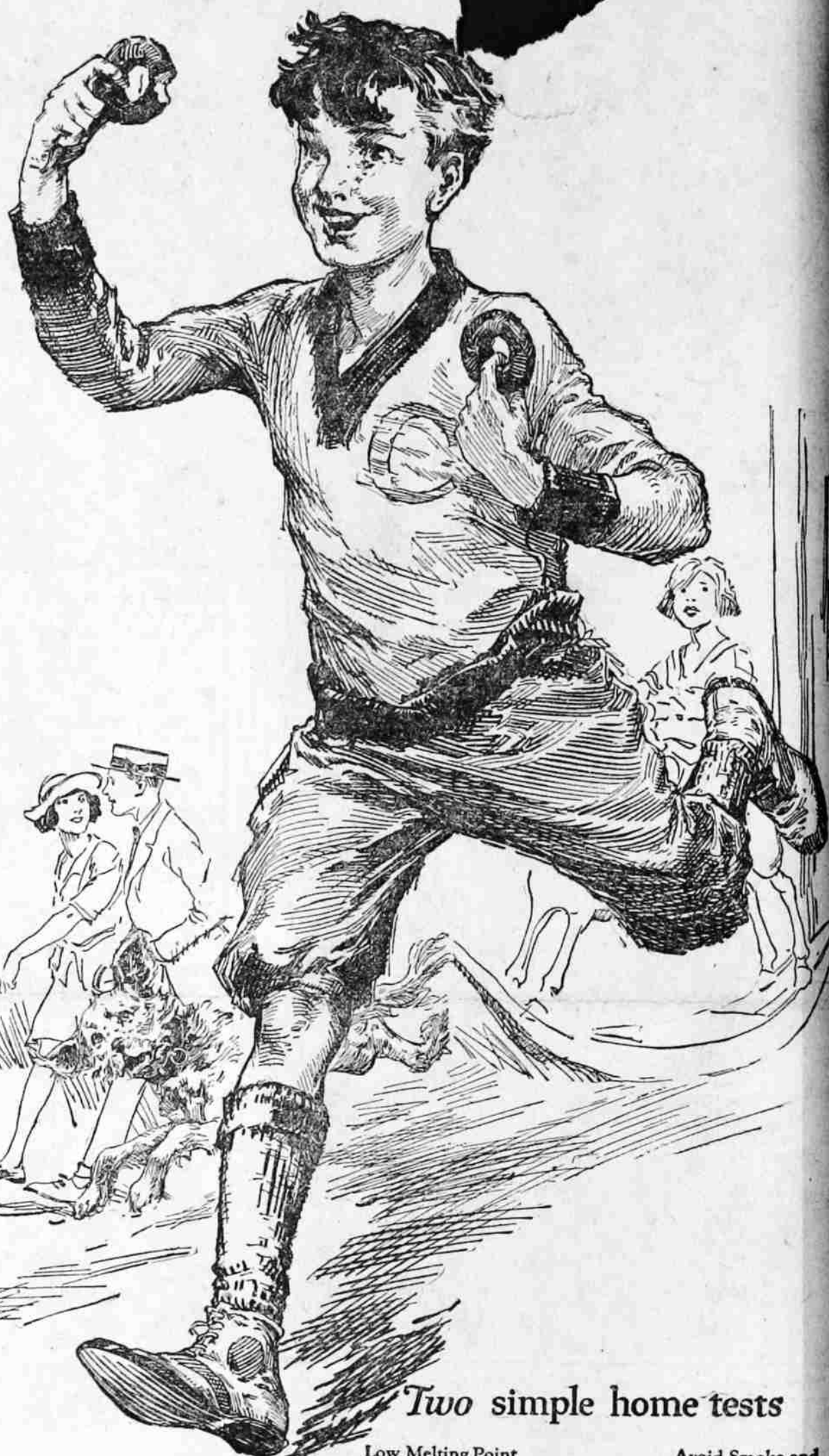
In talking to mothers about Crisco we are always frank about its price—Crisco costs, during a week's cooking, a few cents more than do fats whose digestibility is very questionable. But thoughtful mothers would no more deliberately choose cheap indigestible shortening than they would deliberately choose inferior milk.

The assurance of healthful foods for your children will mean much to you, we know, and besides you will feel a glowing pride in your perfectly delicious Crisco results. Crisp, inviting fried foods! Flaky rich pastry! Light tender cakes which stay fresh longer! All digestible!

You need not postpone for a single day, mothers, this addition of healthfulness to your family foods. Your grocer, if he is a modern grocer, sells Crisco.

How to use Crisco

IN PAN FRYING as in deep frying, Crisco has reached proper frying heat when it browns a bread crumb in 40 seconds. (Do not wait for Crisco to smoke.) By straining Crisco you can use it again and again. ASSHORTENING use 1/5 less of Crisco than you would of animal fats.



For delicious digestible cakes
For digestible and flaky pastry
For crisp, digestible fried foods

Digestible Vegetable Shortening

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Two simple home tests

Low Melting Point Easy Digestibility!

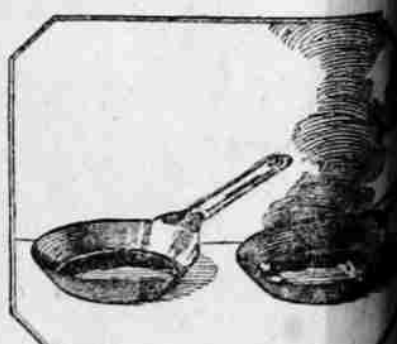
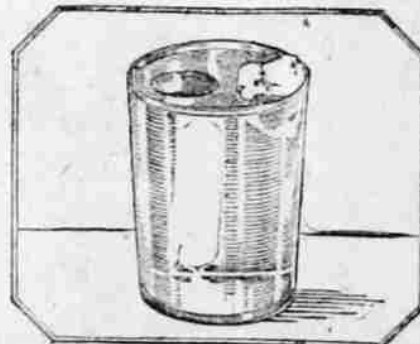
Into half a glass of lukewarm water drop a small lump each of Crisco and any other shortening. With a spoon gradually add hot water until Crisco melts. You will find that few other fats melt at this point. Food authorities say that an easily digested fat should melt near body heat—98 2/5 degrees. Crisco, you will find, melts even below this temperature. It melts at 97 degrees. (This test does not necessarily condemn the digestibility of the other fat, but it will aid you to establish Crisco's fine digestibility.)

Avoid Smoke and Odor!

Put into separate pans equal amounts of Crisco and any other fat. Heat slowly for eight minutes or until they reach a temperature where a bread crumb browns in 40 seconds.

Notice that the Crisco, unlike most cooking fats, does not smoke at this proper frying temperature.

You will find that frying with Crisco will be very helpful in keeping your whole house free and free from the odor of cooking fats.



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